



USA Pavilion World Food Moscow 2008

- WHO:** U.S. food and beverage producer or exporter
- WHAT:** The largest international show and conference for importers, wholesalers, retailers, and food processors in Russia
- WHEN:** September 23-26, 2008
- WHERE:** Expocenter -- Moscow, Russia
- WHY:** This **USDA-endorsed event** offers an excellent opportunity to introduce U.S. food products in Russia, one of the world's fastest growing markets. Last year, this 4-day event drew over 1,320 exhibitors from 53 countries and attracted more than 53,000 importers, wholesalers, retailers, and processors from all parts of Russia and from many neighboring countries.

THE MARKET:

- Russia is expected to become Europe's largest consumer market in 2008
- Modern retail chains are rapidly expanding to meet consumer demand, thus creating a good venue for imported products
- Restaurants and fast food service develop at incredible rates, demanding new products
- Russia's imports of intermediate, consumer-oriented, and seafood products from the United States totaled over \$1 billion in 2007. Russia's overall food imports were up 38 percent in the first 6 months of 2007, forecast to be close to \$30 billion.

BEST MARKET PROSPECTS (as identified by the U.S. Agricultural Trade Office in Moscow):

Meat and poultry, fresh fruits, fish and seafood, dried fruits, nuts (almonds, walnuts, pistachios), food ingredients, snacks, confectionery, prepared/canned foods, wines, dried beans and lentils, and popcorn.

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ORGANIZERS FOR USA PAVILION (Walk-on Booth Packages Available)

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